



# Apparel and Footwear Specialists in Singapore

February 2024

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## Apparel and Footwear Specialists in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Apparel and footwear specialists benefits from full-scale resumption of social activities and international travel  
Uniqlo records further strong value growth in apparel and footwear specialists

#### PROSPECTS AND OPPORTUNITIES

Luxury segment underperforms amid cost-of-living challenges, and as consumer spending is directed towards other areas such as international travel  
Ralph Lauren expands rapidly in Singapore and launches Ralph's Coffee concept  
Direct-to-consumer and digital native brands a continual threat to specialists over the forecast period

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## Retail in Singapore - Industry Overview

### EXECUTIVE SUMMARY

Retail in 2023: The big picture

Cost-of-living challenges top-of-mind for both retailers and consumers alike

A seamless and memorable shopping experience key to driving consumer loyalty and sales

What next for retail?

### OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

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Seasonality

Lunar New Year

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